

SOLOPRENEUR OS. TORN DOWN.

Concrete inventory, a real 'not for' section, prompts grouped by business stage.

skyeambrose.gumroad.com, as reviewed Oct 29

Solopreneur OS: Notion System + 120 AI Prompts

Holds

Most solopreneurs don't have a systems problem.

Rebuilt

Real bold and headings from Gumroad's editor. One real button.

Title: 120 AI prompts · Cover 1: 120 AI prompts

Rebuilt

Covers: the real thing

Rebuilt

Your dashboard

3 real prompts

Sales Copy stage

"I kept rebuilding the same systems myself."

Rebuilt

Your own reason, from the Indie Hackers post

Projects database (status, priority, revenue potential, next action) · Who This Is Not For: large teams, a magic button

Holds

Our sketch of the public page, not a screenshot.

“Would love any feedback on the structure or whether this is useful for other solo founders.”

Skye Ambrose, the maker · Indie Hackers, Aug 16, 2026 · [see the invitation](#)

Gumroad

Reviewed Oct 29

Not seen: sales, traffic, checkout

Demolition order

4 / 4 cracks cleared

Hit 1 · highest impact
The description is a code block

###

is how "What You Get" shows to every visitor. The whole description sits in a grey monospace code block, with stray asterisks and a "[Buy now]" that isn't a button.

The whole description sits inside a code block, so buyers see raw formatting instead of a sales page: the opening line shows stray asterisks (*Most solopreneurs don't have a systems problem.*), headings show as ### What You Get, and there's a [Buy now] that isn't a button. All of it renders in grey monospace text. Most visitors read that as unfinished, before they reach a single feature. In the Gumroad editor, delete the code block, paste the text back in as plain text, and apply bold and headings with the editor's own toolbar. It's about a 10-minute fix and it affects every visitor.

CONDEMNED

Hit 2
120 prompts, or "50+?"

The title says 120 prompts; the box on the first cover image says "50+ prompts for solopreneurs". A buyer who notices wonders which is true. Update the cover or drop the number from it.

CONDEMNED

Hit 3
Swap the mockup for the real thing

The first cover is a staged laptop-and-phone scene (with an image tool's watermark in the bottom-right corner). One plain screenshot of your actual dashboard, plus one image showing 3 real prompts from the "Sales Copy & Landing Pages" stage, will do more to sell it.

CONDEMNED

Hit 4
"Battle-tested", with 0 ratings

Replace them with your own reason from the Indie Hackers post ("I kept rebuilding the same systems myself"). It's true, specific and more persuasive.

CONDEMNED

Four cracks. Four rebuilds. That's what a teardown does to a page.

What still stands

The inventory is concrete. "Projects database (status, priority, revenue potential, next action)" tells a buyer exactly what they get, which beats a list of adjectives.

There's a real "Who this is not for" section (large teams, people looking for a magic button). It helps the right buyer trust the rest of the page.

The prompts are grouped by business stage (ideation, building, marketing, sales copy, email, research). The one public reply to the Indie Hackers post singled out exactly this as what makes it easy to know what to use next. That's the angle to lead with.

Your next task

Write a free sample: 10 of the 120 prompts from one stage, as a \$0 Gumroad product or a downloadable image, with one link at the end to the full \$29 system. Then share the sample, not the paid page, wherever you post about it, and check Gumroad's referrer report in 7 days to see where the views came from.

Case file

Product

Solopreneur OS: Notion System + 120 AI Prompts for Indie Founders

Maker

Skye Ambrose

Price as reviewed, Oct 29

\$29 when drafted; listed at \$20.39 on Oct 29 re-check (changed since our draft)

Proof on the page

0 ratings shown

In 30 seconds: **Strength:** Concrete inventory, a real 'not for' section, prompts grouped by business stage. **Fix first:** The description renders as a raw-markdown code block (stray *, ###, a fake [Buy now]); rebuild it with Gumroad's editor. **Then:** Make 120 vs '50+' agree, swap the mockup for real screenshots, and ship a free 10-prompt sample.

No promises. These are the changes we'd make first, from the public page alone. None guarantees a sale; most first digital products sell modestly or not at all, and traffic matters as much as the page. Are you the maker and want this taken down or updated? Tell us through our [contact form](#) (topic "Other") and we'll do it the same day.

YOUR PAGE HAS CRACKS TOO.

You can't see them from inside. We can. Send the link and get a written teardown with a prioritized fix list, by email within 2 business days.

Launch Teardown: \$97 →

No calls. Every review comes back in writing.

first sale, on purpose.

revenue operator

A playbook, free tools and written reviews for your first digital product. No calls, no hype.

Products

The Pack

Teardowns

Guided Build

Free

Free tools

Etsy fee calculator

Guides

Free 6-page guide

Company

About

Build log

Contact

hello@getrevenueoperator.com